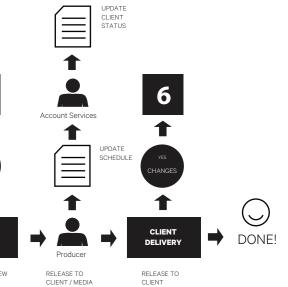


CREATIVE OR CONCEPT PROCESS

PRODUCTION OR HYBRID CREATIVE PROCESS

REPEAT THREE TIMES (STARTING AT "SQUARE 6" FOR INTERACTIVE PROJECTS, ONCE FOR VISUAL DESIGN, ONCE FOR INTERACTION DESIGN & ONCE FOR PROGRAMMING

FINAL RELEASE / QUALITY CONTROL



CLIENT / MEDIA APPROVE TO GO LIVE